

NISC/ISAC Communications Plan

(v. 09-22-10)

General Comments received by 10/26/2010:

Needs more detail; is especially the case for communications with external stakeholders. NISC/ISAC has information that doesn't seem to be getting out to the mainstream stakeholders. The three tables provide a nice foundation from which to expand the details. The details can identify specifics (audiences, tools, timetables and evaluation) and be linked to the performance elements outlined in the addendum of the first draft.

Still grappling with the purpose of the plan and how it will work for NISC/ISAC; think it can provide reminders / serve as reference tool and help us be more accountable for completing tasks. Not sure how to make it a more living document. Do additions need to be tied to NMP performance elements? If someone from NISC/ISAC has a communication idea do we just add it to the plan?

Group needs to determine purpose and how this might work before going forward.

Purpose

The purpose of the National Invasive Species Council (NISC) is “to prevent the introduction of invasive species and provide for their control and to minimize the economic, ecological, and human health impacts that invasive species cause” (EO #13112). Specific program goals are listed in the National Invasive Species Management Plan (2009).

To help attain program goals, a communications plan provides guidance for the internal and external communication of NISC, NISC staff, and the Invasive Species Advisory Committee (ISAC).

Mission/Vision of NISC Communications Strategy

- Clear and timely communications among NISC, NISC staff, and ISAC members.
- As a result of NISC action, increased awareness of invasive species issues by the general public resulting in behavior change and an increase in invasive species-free lands, waters, and trade in the United States.

Communications Strategy

NISC communications strategy is divided into three tables according to participants. In addition, communication pieces are noted as:

- Mandatory (required by agencies, agreements, or law)
- Informational (info that people may want to know or need to know for their work)
- Outreach (designed to build awareness and increase engagement of stakeholders)

1. Internal Communication – NISC and NISC Staff *(to be completed by NISC staff)*

	Audience	Delivery method	Responsibility	When?
FYI info				
Meeting notifications				
Crosscut budget				

Mandatory				
Etc.				

2. Internal Communication – NISC Staff and ISAC

	Audience	Delivery method	Responsibility	When?
ISAC meeting announcements Mandatory	Public	Federal Register	Kelsey	60 d (?) pre-meeting
ISAC meeting info – logistics Informational	ISAC members	Email	Kelsey	ASAP
ISAC meeting info – background materials Informational	ISAC members	US mail thru 2010; online posting beginning 2011	Kelsey	2 wks (?) pre-meeting
ISAC subcommittee communications Informational	Subcmte members, NISC staff	Email, conference calls	Subcmte chair (calls coordinated with Delpha)	Frequently
Request for ISAC meeting topics, speakers Informational	ISAC members	Email	ISAC Vice-Chair	90 d (?) pre-meeting
ISAC white papers – in development Informational	ISAC members, others as invited	Email; conference calls	Designated ISAC lead	As needed
NISC organizational presentation for public Outreach	Public	PowerPoint (sent via email)	Lori	Annually sent to ISAC members

3. External Communication – NISC, NISC Staff, ISAC, general public

	Audience	Delivery method	Responsibility	When?
NISC newsletter Outreach	Public	Email, website	Delpha?	Monthly?
NISC news releases Outreach	Public	Email, website	Lori	At least monthly
ISAC white papers – finalized Outreach	Public	Website, email to ISAC	Lori, ISAC Chair	As needed
NISC crosscut budget reports Outreach	NISC, ISAC, public	Web	Lori	Annually
ISAC minutes Mandatory	NISC, ISAC, public	Website	Kelsey	Within 30 d post-meeting
ISAC recommendations Mandatory	Federal agencies, ISAC, public	Website, email to ISAC, hard copy to agencies (?)	Lori	Within 30 d post-meeting
NISC website Outreach	Public	Web	Kelsey	Updated weekly
NISAW info	Public	Web, listservs, flyers	Lori	Frequently

Outreach				

Does NISC staff maintain listservs, e.g., current ISAC members, current & former ISAC members, stakeholders, etc.?

Looking toward the future

Potential of e-communications: Facebook, Twitter, webinars, listservs, other social networking media – given government restrictions

Evaluation *(How do we know whether communications are effective?)*

ADDENDUM

National Invasive Species Management Plan (2009):

Communication Projects with NISC Staff lead:

- Performance Element P.3.5.1: Encourage non-federal stakeholders to publish codes of conduct and BMPs on the web.
- Performance Element P.3.6.1: Distribute any new BMPs that NISC staff are made aware of to all relevant NISC members and other interested parties.
- Performance Element EDRR.5.1.1: Working with ISAC, states, and others, explore and prepare options for cooperation and funding Rapid Response; submit to NISC for discussion and selection of preferred alternative(s).
- Performance Element OC.1.1.1: Complete a brief status report/analysis of federal laws and regulations dealing with invasive species.
- Performance Element OC.2.1.1: Complete Invasive Species Inter-Agency Performance Budgets for fiscal years 2010, 2011, 2012 and 2013, along with reports on prior year's performance.
- Performance Element OC.4.1.1: Prepare draft NEPA guidance for CEQ consideration and finalize.
- Performance Element OC.4.2.1: Collect, organize and make available NISC agencies' policies on prevention, EDRR, and control of invasive species.
- Performance Element OC.5.1.1: Prepare monthly report of upcoming international meetings on invasive species to be distributed to federal agencies and others.
- Performance Element OC.6.2.1: Provide information about at least eight invasive species programs to educational organizations/invasive species outreach programs.
- Performance Element OC.6.3.1: Communicate clear and consistent general messages on invasive species to all NISC members and stakeholders so that they may include these points when a new invasive species action, regulation or policy is announced. Communicate via the internet.
- (Various performance elements): NISC staff to collate and report information on:
 - Options for funding research for EDRR
 - Three priority species or locations that need additional or enhanced control methods.
 - Acres of land or water included in regional invasive species control and management programs.
 - The percentage of high-priority, at-risk acres successfully treated.
 - The ratio of projects technically supported vs. on-the-ground projects requesting technical support.
 - The number of on-the-ground projects technically supported.
 - The number of acres receiving "on-the-ground" control and management treatments.
 - The number of acres and species monitored and mapped.
 - Invasive species prevention plans, such as those that utilize HACCP, so they may be incorporated into federally-funded or authorized restoration projects.
 - Four interagency restoration projects that demonstrate the success of information-sharing, plant- (and animal-) sharing, techniques for cost-effective modeling, and documentation of results, including decision-support tools.
 - Four successful restoration projects involving recovery from invasive species impacts (e.g., on private lands or in coastal environments) with nongovernmental cooperators.

- Four successful fire rehabilitation and fuels treatment projects involving recovery from invasive species impacts on different kinds of public lands (such as range, forest, shrub, and steppe).